

William Herp

From: Harvard Business School Publishing
Sent: Wednesday, December 16, 1998 9:19 PM
To: William Herp
Subject: == NEW INSIGHTS from Harvard Business Review

**Harvard Business School Publishing Corporation
Boston, Massachusetts USA**

Thursday, December 17, 1998.

Dear William Herp,

On Thursday, December 3rd, we wrote you regarding a special offer on The Harvard Business Review Paperback Series. Since we have not heard back, we wanted to follow up before this special offer closes. If you are simply not interested, we apologize for the intrusion. Below please find the original offer in its entirety.

The Harvard Business Review Paperback Series brings you the latest and most significant thinking on today's most pressing management challenges. These insightful collections are the definitive resource for professionals.

Each title:

- + provides a broad understanding of an issue
- + is clearly written and, in many cases, draws upon real company examples
- + helps you construct a useful conceptual framework for decision-making and implementation
- + contains eight articles from Harvard Business Review

<> EACH PAPERBACK is \$19.95 plus shipping and handling <>

[illegible]

TO ORDER ONE OR MORE OF THESE PAPERBACKS, simply reply to this message and note the letter (A-F) of the Harvard Business Review paperback you would like to receive. Please type the letters in the 1ST LINE OF THE BODY of your reply e-mail. Shipping and handling charges will be applied to each order.

Your choices (detailed below) are:

- A: Harvard Business Review on Change Paperback
B: Harvard Business Review on Knowledge Management Paperback
C: Harvard Business Review on Strategies for Growth Paperback
D: Harvard Business Review on Measuring Corporate Performance Paperback
E: Harvard Business Review on Leadership Paperback

F: THE EXECUTIVE COLLECTION - ALL FIVE TITLES for \$89

Or if you prefer, call 1-800-668-6780 (617-496-1449 outside the U.S.) Mon. - Fri. 8 a.m. - 6 p.m. EST. Please be sure to mention priority code 3202.

[illegible]

FIG. 1A



A: ** HARVARD BUSINESS REVIEW ON CHANGE **

Provides landmark ideas to help you understand the best ways for your organization to manage change. Includes articles by John Kotter and more.
 (240 pp/#8842/\$19.95)

B: ** HARVARD BUSINESS REVIEW ON KNOWLEDGE MANAGEMENT **

Highlights the leading-edge thinking and practical applications on how companies generate, communicate, and leverage knowledge assets. Includes articles by Peter Drucker, John Seely Brown, and more.
 (240 pp/#8818/\$19.95)

C: ** HARVARD BUSINESS REVIEW ON STRATEGIES FOR GROWTH **

Presents the latest tactics for helping managers find and exploit the best opportunities for growth and profitability. Includes articles by Arie de Geus, Jeffrey Rayport, and more.
 (240 pp/#8850/\$19.95)

D: ** HARVARD BUSINESS REVIEW ON MEASURING CORPORATE PERFORMANCE **

Offers insight on what you need to measure and how performance measures can align an organization and boost productivity. Includes articles by Peter Drucker, Robert Kaplan and David Norton, and more.
 (240 pp/#8826/\$19.95)

E: ** HARVARD BUSINESS REVIEW ON LEADERSHIP **

Presents proven fundamentals of leadership and challenges many long-held assumptions about the true sources of power and authority. Includes articles by John Kotter, Joseph Badaracco, Jr., and more.
 (240 pp/#8834/\$19.95)

F: PURCHASE THE EXECUTIVE COLLECTION (INCLUDES ALL FIVE TITLES) FOR JUST \$89- A SAVINGS OF MORE THAN 10%.(PRODUCT #7419BN)

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<> EACH PAPERBACK is \$19.95 plus shipping and handling <>

Important Note For Our CUSTOMERS OUTSIDE THE U.S.:
 Purchasers are responsible for all duties, taxes, brokerage fees, and/or import fees imposed by the country of import. Shipping and handling charges will be applied to your order.
 Delivery to Canada : \$14.00 for the first title, \$2.00 for each additional title. International Delivery outside North America: \$20.00 for the first title, \$5.00 for each additional title.

FIG. 1B

Please also review and update the address information below so that we can process your request promptly.

FIRST NAME: [William]
 LAST NAME: [Herp]
 TITLE: [President]
 COMPANY: [E-Care Group Inc.]
 DEPARTMENT: []
 ADDRESS1: [1646 Massachusetts Ave]
 ADDRESS2: []
 ADDRESS3: []

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Appln No.: 09/353,896
Applicant(s): Anthony D. Estes
DIRECT RESPONSE E-MAIL

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CITY: [Lexington]
PROVINCE/STATE: [MA]
POSTAL/ZIP CODE: [2173]
COUNTRY: []
PHONE: []
FAX: []
EMAIL: [wherp@e-care.com]

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[[891270||3202|]]

FIG. 1C

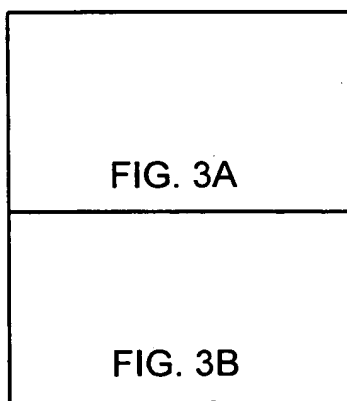


FIG. 3



William Herp

From: Harvard Business School Publishing
Sent: Monday, February 08, 1999 8:25 PM
To: William Herp
Subject: ** A Free No-Obligation Trial from Harvard

From the Desk of Laura Winig
Harvard Business School Publishing Corporation
Boston, Massachusetts

Monday, February 8, 1999

~~ INTRODUCING ~~

BENCHMARKING a new three-part video series from
Harvard Business School Publishing Corporation

To take *BENCHMARKING* for a no-obligation 14-day
test drive, simply reply to this e-mail with the word
"YES" in the subject line

Dear William Herp:

Interested in unearthing new ideas and unconventional solutions for the challenges facing your company? Here at the publishing arm of Harvard Business School, we've created an exciting new program that can show you how some leading companies use benchmarking -- studying and emulating top performers inside, and outside, their industries -- to eliminate long-standing problems and become top performers.

Discover how new practices can be applied to your organization -- with impressive and measurable results -- in Benchmarking, an innovative three-part video series. We'll take you deep inside profiled companies such as Mobil Oil, GTE, and SunHealth to learn how they identified "best of class" companies to benchmark in order to improve their own performance.

You'll see how benchmarking can give your team a common rallying point and motivate coordinated action. You'll learn how to identify processes to benchmark, how to find the right partner, and how to initiate the first steps (even on a limited budget). You'll find out how to identify novel opportunities, how to structure your efforts for success, even proper benchmarking etiquette. Each concept is clearly explained and illustrated to facilitate implementation.

Benchmarking for Continuous Improvement, Benchmarking Core Processes, and Benchmarking Outside the Box bring you firsthand commentary from senior executives, industry experts, and front-line personnel in a fast-paced documentary style that generates interest, understanding, and enthusiasm for these important ideas. These videos will stimulate discussion and provide guidelines to help you develop an action plan for your organization.

May I send you Benchmarking for a free, no-obligation trial? Simply reply to this e-mail with the word "Yes" in the subject line and we'll send you the program to try with our compliments. We'll send you this innovative series right away. After 14 days, we will mail you an invoice for \$1190 (a savings of \$595 versus the individual video price of \$595 each).

If you are not completely satisfied with Benchmarking simply return it to us. You will owe nothing. Why wait to learn how successful change management can dramatically enhance your organization's performance?

Sincerely,

Laura Winig

FIG. 2A



Appln No.: 09/353,896
Applicant(s): Anthony D. Estes
DIRECT RESPONSE E-MAIL

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Director

P.S. If you prefer, print out this invitation, initial it at the top, (please verify your shipping address is correct as listed above – we must have a street address for shipment) and fax it to 617-496-1029, or simply call 1-800-668-6780. Please be sure to mention priority code 3275.

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CONTACT INFORMATION

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Below please find the contact information we currently have on file. If this information is not correct, please make your edits between the appropriate brackets and return -verbatim- as part of your reply e-mail. Please indicate any address change by including the words "ADDRESS CHANGE" at the top of your order-reply.

If you wish to unsubscribe from special offer mailings, please reply to this e-mail message with the word "UNSUB" at the top of your reply.

__BILLING ADDRESS__

BILL FIRST NAME:	[William]
BILL LAST NAME:	[Herp]
BILL TITLE:	[President]
BILL COMPANY:	[E-care Group Inc.]
BILL DEPARTMENT:	[]
BILL ADDRESS1:	[1646 Massachusetts Ave]
BILL ADDRESS2:	[]
BILL ADDRESS3:	[]
BILL CITY:	[Lexington]
BILL PROVINCE/STATE:	[MA]
BILL POSTAL/ZIP CODE:	[02173]
BILL COUNTRY:	[]
BILL PHONE:	[]
BILL FAX:	[]
BILL EMAIL:	[wherp@e-care.com]

__SHIPPING ADDRESS (if different)__

SHIP FIRST NAME:	[]
SHIP LAST NAME:	[]
SHIP TITLE:	[]
SHIP COMPANY:	[]
SHIP DEPARTMENT:	[]
SHIP ADDRESS1:	[]
SHIP ADDRESS2:	[]
SHIP ADDRESS3:	[]
SHIP CITY:	[]
SHIP PROVINCE/STATE:	[]
SHIP POSTAL/ZIP CODE:	[]
SHIP COUNTRY:	[]
SHIP PHONE:	[]
SHIP FAX:	[]
SHIP EMAIL:	[]

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FIG. 2B

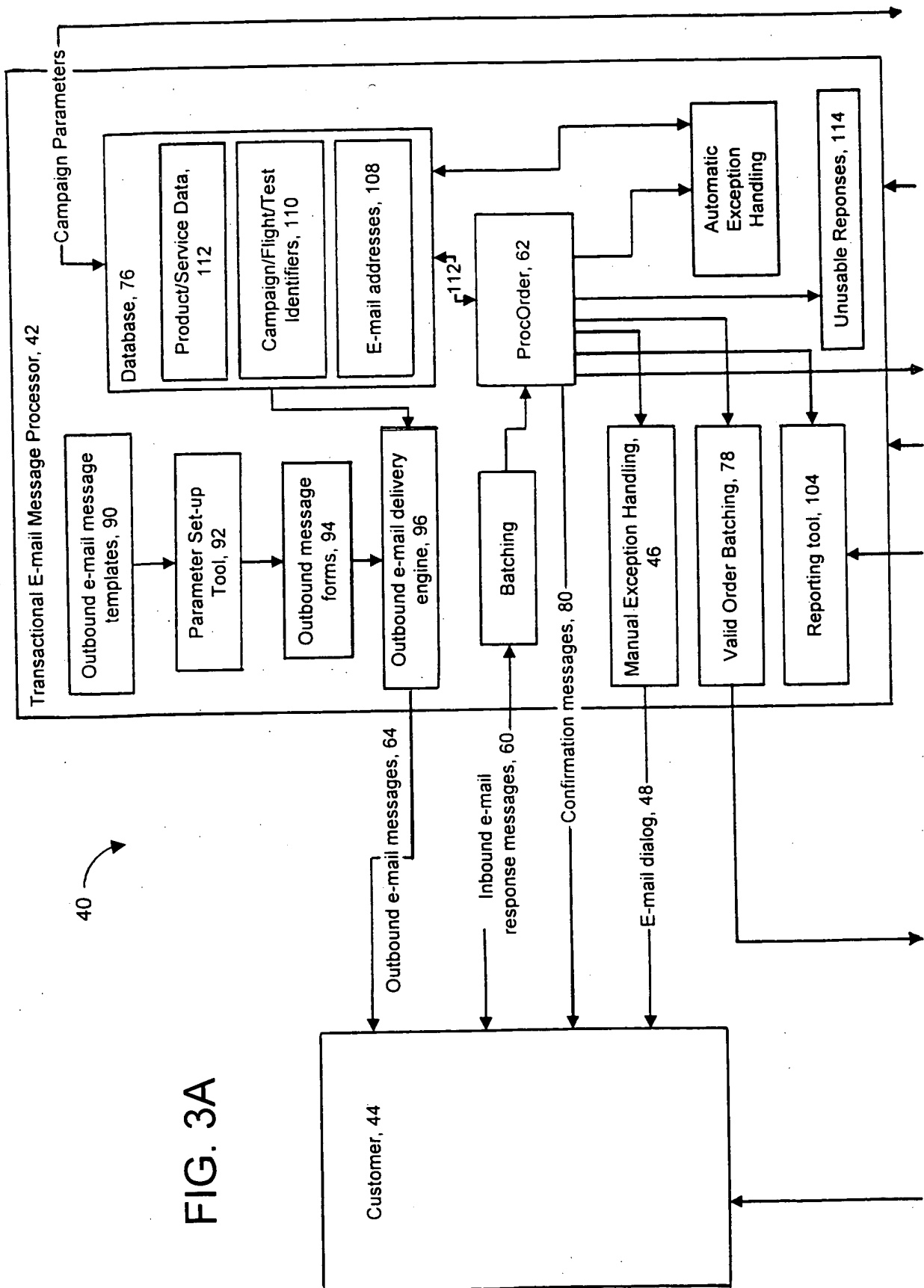


FIG. 3A

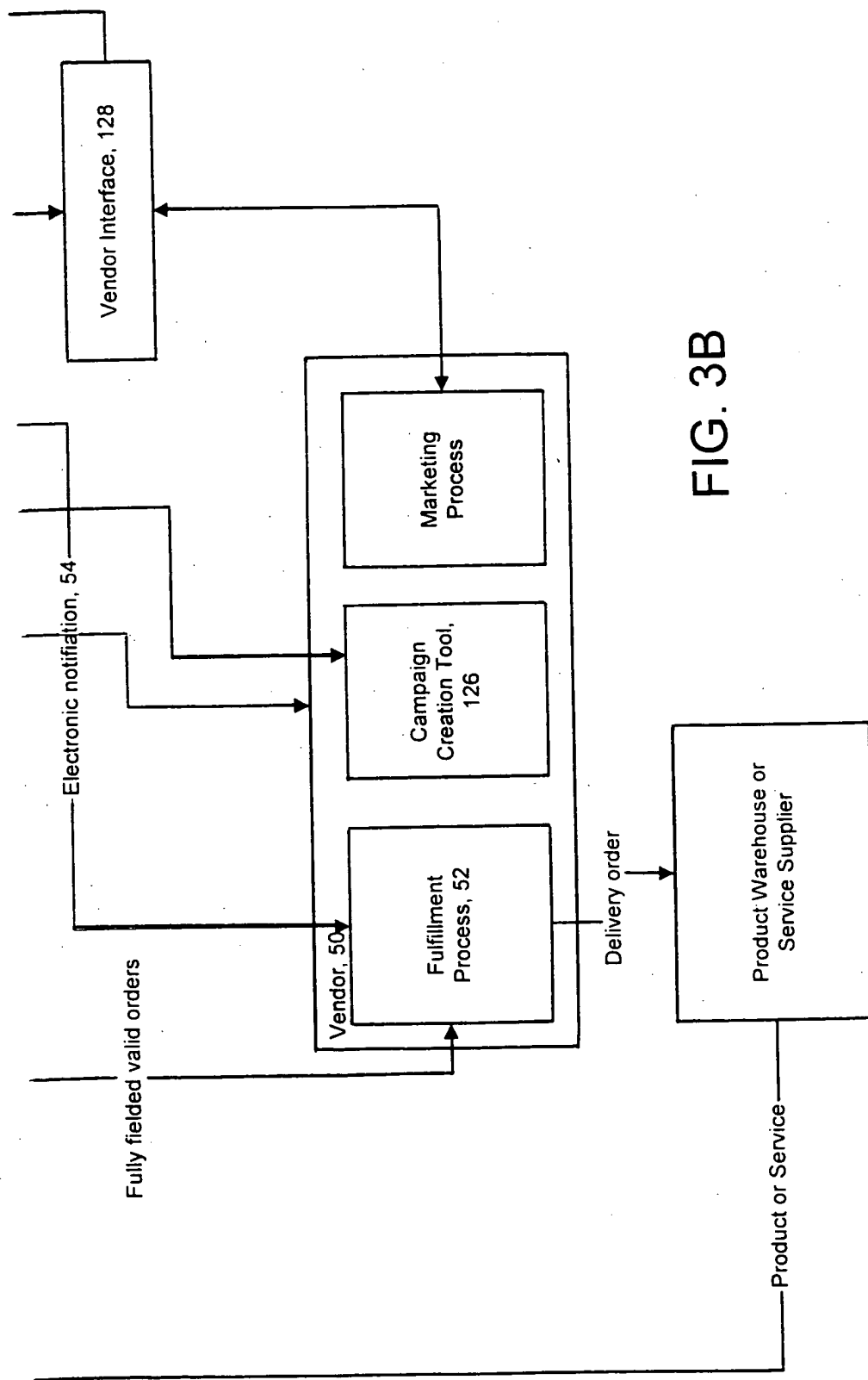


FIG. 3B